



Start on Firm Footing

Build a successful ad campaign from a solid cornerstone

Brand marketers today have many choices for placing their advertising messages: print and digital magazines, websites, electronic newsletters, webinar sponsorships and more. Each of these options brings valuable benefits – from brand building to driving traffic to generating leads. For many advertisers, the benefits these options bring are amplified when a campaign is built on the firm base of an established and respected print magazine brand.

In the same way that a contractor builds on a sturdy foundation, a seasoned marketer uses a print ad campaign as the launchpad for a new product or line extension, sharing technical material that explains product benefits or simply building brand recognition. In so doing, the marketer creates a solid platform from which to extend the message into other nonprint media, which, if used on their own, could fragment an audience by media preference or mobile platform.

Independent research shows that readers are willing to spend time with a printed magazine, reading technical material in ads and articles alike. Our own experience

supports that: 82 percent of readers spend at least 30 minutes perusing each issue of *Photonics Spectra* (Lion Associates, 2012). And speaking of the variety of media out there, we know from our research that 2 out of 3 *Photonics Spectra* readers overwhelmingly prefer the print magazine format over digital.

Readers respond to print advertising, too. In a recent survey of *Photonics Spectra* readers, 72 percent said they visit an advertiser's website as a result of seeing its ad in print. And we know that 81 percent of readers have some involvement in the purchase or specification of products and/or services.

Other surveys underscore our findings that buyers draw their inspiration from print. One recent study outside our industry found that consumers prefer to view advertising in their favorite print magazine rather than via social media or in a mobile app, for example.

Laurin Publishing, the publisher of *Photonics Spectra*, is fully invested in print – in a way that our closest competitors do not begin to match – but fully supports a broad range of opportunities designed to engage today's diverse audience preferences in respected

67%

of Photonics Spectra readers prefer to read the print format of the magazine rather than the digital version

(Advertisement Research Study 2012 – Lion Associates)

branded products that are deliberately and carefully aligned with the legacy-branded print publications.

With an established print presence, a marketer can move its message to a monthly e-newsletter, for example, driving traffic to the marketer's website and allowing tracking of responses to the advertising message. Print ads work to build brand recognition and need for the product, and lay the groundwork for success in other forms of advertising.

The bottom line is, readers are inspired by magazine content and advertising, saying that it leads them to the solutions they seek, and successful marketers are moved by what inspires their customers. That dynamic never changes, even though the choice of advertising vehicles seems to be constantly in motion.

By laying a solid foundation – in print with a well-respected publisher and title – a marketer gives real strength to a broad, multimedia advertising campaign that includes digital options for driving traffic to a website, for example, and webinars, white papers or other sponsorship for generating leads.

72% *of Photonics Spectra readers said they visit an advertiser's website as a result of seeing its ad in print*

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Book now for August Ad Action Study in *Photonics Spectra*.

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From the Sales Director

Tell us more.

We know that you have many choices for your advertising budget and that choosing from the growing menu of print, digital and event options can be a bit daunting. At Photonics Media, we work diligently to offer a set of marketing services and advertising vehicles that together deliver astounding results.

Photonics Media sales team members are specially trained to ask the right questions – to dig in and develop a deep understanding of your challenges – allowing us to present the best combination of services, products and pricing to meet your needs. We invite you to rely on us to help focus your message delivery to hit your target market every time.

You may remember our *P.S.* newsletter from years past. We are reintroducing this popular client communiqué to keep important information coming your way between sales calls and throughout the year. In it, you'll find opportunities, deadlines and reminders of all sorts, plus information for getting the most out of using Photonics Media to deliver your marketing message.

So, tell us more. We're looking forward to your call.

Graphically Speaking

Tips for making your ads more functional and easier to work with

Bleed and Trim Sizes

What are we talking about when we refer to bleed and trim size? What is a bleed ad? Trim refers to the final size of the publication once it has been printed, bound and trimmed. For our publications, that size is 8.125" wide and 10.8125" deep (207 × 274 mm). Bleed refers to the extra background that extends beyond the printed page that will get trimmed off during the binding process, allowing your ad to "bleed" off the page. If your ad does not allow for bleed, there will be a white border around it in the final publication. We need a minimum of 0.125" beyond the trim size on all four sides of the ad for bleed. This would give your original ad a dimension of 8.375" × 11.0625". It is also important to keep all of your text at least 0.5" (12 mm) inside the maximum width and depth of any bleed ad. Our bleed sizes already allow for 0.125" (3 mm) trim off and 0.375" (9 mm) safety margin.

82% of readers spend at least **30 minutes** perusing each issue of *Photonics Spectra*

Room to Grow

Photonics Media, a business unit of Laurin Publishing, moved in April into a building purchased last year by company owner Tom Laurin. The move gives Photonics Media and Laurin Publishing room to grow and expand advertiser services.

The building is located at 100 West St. in Pittsfield, Mass., the city Laurin Publishing has called home since its founding in 1964. "The Laurins and our corporate family have enjoyed almost 50 years as a partner to the businesses of the global photonics industry," Laurin said. "With this move, we establish a permanent home for Photonics Media from which we will continue to serve the needs of our clients as the industry continues to grow."

For complete contact information, visit www.photonics.com.



Our new street address:

100 West St.
Pittsfield, MA 01201

No (Webinar) Worries!

We do the work; you get the leads.

Have you been thinking about hosting a webinar but worry about all the time and troublesome technology involved? Sponsoring a Photonics Media editorial or custom webinar is your solution.

Best-in-class companies understand the power of qualified, informed leads acquired through webinar registrations – recognized as one of the top tools for lead generation, lead nurturing and customer retention.

Photonics Media webinars – both editorial and custom – consistently beat the registration-to-attendance industry average of 33% and deliver hundreds of superqualified leads.

And the best part is that with editorial webinars, our skilled staff will do all the work! Photonics Media editors line up top researchers and experts in their field as presenters, handle the promotion and

registration, plus manage the technical aspects of webinar delivery, and send you the attendee contact information.

If you are sponsoring a custom webinar, you will provide the presentation, and we'll handle the rest.

As a webinar sponsor, you receive:

- Contact information for all registrants, including those who register later to view the archived webinar on Photonics.com.
- An option to use custom polling and surveys during and after the webinar to learn the attendees' important buying needs and interests.
- All the branding benefits of appearing in print and online promotions in our leading magazines, newsletters and website.

For complete details about sponsoring a Photonics Media webinar, contact your advertising manager today.

Photonics Media Webinars Deliver Informed Leads

Upcoming Webinars:

June 5 – **Computational Microscopy, Sensing and Diagnostics for Telemedicine and Global Health Applications**
Speaker: Aydogan Ozcan, UCLA Bio- and Nano-Photonics Laboratory

June 24 – **Computational and Compressive Raman Spectroscopy**
Speakers: David J. Brady, Duke Imaging and Spectroscopy Program
Prasant Potluri, Centice Corp.

Let's Get Technical

Technical articles are one of the most popular and important features of our magazines, *Photonics Spectra*, *BioPhotonics* and *EuroPhotonics*, and a great way to share your company's technical expertise with our readers.

To tell us about a technical feature you would like to contribute, please send a 100-word abstract on the topic you would like to cover to our managing editor, **Laura Marshall** (laura.marshall@photonics.com). She will let you know where it may best fit into our editorial calendar. Of course, if you already have an article written, you may send that for review.

Technical features run about 1800 words, and we need 4 to 5 high-resolution images (300 dpi or better) along with the article for publication. (Images should be sent as separate files, not embedded in the article document – but captions should be listed at the end of the article document.)

Be sure to focus your feature on technology issues and applications rather than on product promotion. It is important that the article discuss the technical issues at hand (challenges, traditional solutions, new solutions), without overment of specific products.

Please send only new, unpublished articles for

our review. Articles must be exclusive to us, as we do not reprint articles from other sources.

If your article is selected for publication, we will give you the final deadline for all text and images at that time. Generally, the deadline falls about two and a half months before the issue date (so an article for the December issue would be due around Sept. 15).

Upon publication, we will happily provide you with a PDF of the final layout for posting on your website, reprinting for clients, etc.

Submitting a Technical Feature

Easy as 1-2-3

1. Send 100-word abstract or finished article for consideration
2. Write 1800-word article and include 4 to 5 300 dpi images for publication
3. Focus article on technology issues and applications – not on products

Photonics Media Advertising Contacts

Please visit our website, Photonics.com/mediakit, for all our marketing opportunities.

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Photonics Spectra Recognized for Editorial Excellence

Photonics Spectra was named a finalist in the 59th annual Jesse H. Neal Awards competition for editorial excellence for the November 2012 issue, “Photonics in Space,” by ABM, the association of business information and media companies.

The Jesse H. Neal Awards recognize and reward editorial excellence in business media and are presented annually to those editors who have submitted entries exhibiting journalistic enterprise, service to the field and editorial craftsmanship.



Looking for a Little Ad Action?

Are your print ads delivering the response you need from them? Learn just how familiar *Photonics Spectra* readers are with your products and/or services by participating in the next Ad Action Study, running in our August issue. The great information you'll get from the survey will help you plan your 2014 marketing campaigns.

Your full-, half-, or one-third-page ad insertion in the August 2013 issue of *Photonics Spectra* automatically becomes part of our independent Ad Action Survey to gain critical insight into how your ad rates with readers for attention-getting ability, believability and information value.

Plan now to advertise in the August issue of *Photonics Spectra*. Results will be presented in October. Contact your advertising manager today.

